

2013

Perkins Eastman

Andrew Nathanson
Connecticut College

Follow this and additional works at: <http://digitalcommons.conncoll.edu/archstudintproj>

Recommended Citation

Nathanson, Andrew, "Perkins Eastman" (2013). *Architectural Studies Integrative Projects*. Paper 45.
<http://digitalcommons.conncoll.edu/archstudintproj/45>

This Article is brought to you for free and open access by the Art History and Architectural Studies at Digital Commons @ Connecticut College. It has been accepted for inclusion in Architectural Studies Integrative Projects by an authorized administrator of Digital Commons @ Connecticut College.

For more information, please contact bpancier@conncoll.edu.

The views expressed in this paper are solely those of the author.

ANDREW NATHANSON

SENIOR INTEGRATIVE PROJECT:
INTERNSHIP

ARCHITECTURAL STUDIES
CONNECTICUT COLLEGE
2013



CONNECTICUT
COLLEGE

Perkins Eastman

Summer Internship Report

Andrew Nathanson

10.august.2012



What does Perkins Eastman do?



HEALTHCARE



SENIOR LIVING



EDUCATION



HOUSING



CULTURAL



COMMERCIAL



GOVERNMENT



INTERIORS



HOSPITALITY



SCIENCE AND TECHNOLOGY



RETAIL



URBAN DESIGN

Where is Perkins Eastman located?



Why do people hire Perkins Eastman?

Rankings:

- Top 20 Largest Architectural Firms in the World | [World Architecture Magazine](#)
- Top 10 Largest Architectural Practices in the US | [Building Design and Construction](#)
- Top 100 Design Firms | [Engineering News Record](#)
- Top 15 Interior Design Giants | [Interior Design](#)
- Top 25 Green Design Firm | [Engineering News Record](#)
- One of the Largest New York Architecture Firms | [Crain's New York Business](#)

- KRT is responsible for developing the firm from a service-based company to a knowledge-based firm by enhancing how we share and retain information.
- KRT is overseen by Steven, who works from the DC office. The team is comprised of staff in New York, Chicago, and Pittsburgh.
- Primarily, KRT is responsible for “internal communications”—and the main tool is ORCHARD, the intranet
- ORCHARD stands for:
 - Online
 - Resource (for the)
 - Creative
 - Harvest (of)
 - Architecturally
 - Relevant
 - Discovery
- ...but no one calls it anything other than “ORCHARD”

ORCHARD - Default

Perkins Eastman

ORCHARD

Welcome Andrew Nathanson

SEARCH

HELP VISION ESS FORUMS FTP SITE MAPS PORTFOLIO STAFF TEMPLATES AND FORMS WEBEX WEBSITE

ABOUT PERKINS EASTMAN DRAWING AND DESIGN PROJECT RESOURCES COMMUNITIES PROFESSIONAL DEVELOPMENT FIRM RESOURCES MY TEAMS

CURRENT NEWS

Company News

Community

NEW

Some users are experiencing Portfolio access issues.
Posted: 8/9/2012

New York Presentation: re:Think Materials: Thursday, August 09 at 5:00 PM EST.
Posted: 8/6/2012

Perkins Eastman celebrates 10 years in Chicago.
Posted: 8/3/2012

The Board of Directors is pleased to announce 2012 Promotions, Congratulations to all.
Posted: 8/1/2012

IT

reThink

About Perkins Eastman

Perkins Eastman in the News

Community

Project news and firm rankings; view selected clippings for the week ending July 27.
Posted: 7/30/2012

Momentum for The Interchange is building; view selected clippings for the week ending July 6.
Posted: 7/6/2012

Staying in the news: trades, papers, and blogs; view selected clippings for the week ending June 29.
Posted: 6/29/2012

Marketing and Communications, About Perkins Eastman

About Perkins Eastman, Marketing and Communications

About Perkins Eastman, Marketing and Communications

Staff News

Community

Did you know that Steve O'Reilly from the New York office has a sister on the US Women's Olympic soccer team?
Posted: 8/8/2012

The Pittsburgh office revs up for Construction by holding their second fundraiser.
Posted: 8/3/2012

New York: Congratulations to Melissa Nosal Urbieta on the birth of her son, Iker Iona Urbieta.
Posted: 7/24/2012

Add a news article

News Archive

CALENDAR

Event	Date	Start Time	Community	Office	Add to Outlook
Ecuador Office closed for National Day	8/10/2012	12:00 AM		Guayaquil	
Mumbai Office Closed for Independence Day	8/15/2012	12:00 AM		Mumbai	

ARCHITECTURE ON VACATION

National Assembly Building

Louis I. Kahn | Dhaka, Bangladesh | June, 2012

Mark McCarthy and I visited this building by Louis Kahn while we were traveling in Bangladesh for business.

Submitted by: Liz Lee

PERKOLATOR

NEW

Architecture for Ornithologists
Posted by Aimee St. Germain

If any of you are bird-watchers, I would think you'd be interested in this. I was excited to come across this post on NPR,...

"High Five" with Matthew Bell
Posted by Emily Chmielewski

The latest in the series that highlights researchers-in-practice, learn how Matt Bell uses history and great places as a way to inspire and analyze...

Best Cities for Successful Aging
Posted by Kim Rader

As Americans grow older and reach retirement-age, a major question for baby boomers is where to spend those so-called golden years.To help answer that question...

Create new post

ON THE BOARDS

Reviewing the Challenges, the Successes, and the Pitfalls as Construction Projects Mature

Vibrant Waterfronts – Mixing Work, Live, Play: Battery Park City

Healthcare: Achieving Program Growth through Renovation and Reprogramming of Existing Space

Emerging Markets: Riding the Wave of the Future

Perkins Eastman

ORCHARD

Perkins Eastman Intranet

http://orchard.perkinseastman.com/Architecture%20on%20Vacation/DSC04767.jpg

- Analytics of ORCHARD
 - Which news postings are most popular?
 - Which “sites” and “resources” and “communities” are most used?
 - Which external links are most visited?
- Used Google Analytics to research and track ORCHARD use, helping to plan the strategic goals as KRT progresses and prepares to migrate from Microsoft SharePoint 2007 to SharePoint 2010
- Develop a Usability Study with live interviews to learn about user habits
 - Spent time researching survey and usability study techniques
 - Created a multi-draft survey with input from team members and others
 - Developed a process to sit down with representatives from all across Perkins Eastman to watch them use ORCHARD and learn about their habits
 - End result →

- Report, Survey, and Interviews

- Launched a 25-question online survey on July 17th with an all-firm email. Survey closed 2 weeks later on July 31st, with a mid-way reminder email.
- Interviewed 24 representatives from the firm, including a high percentage of architects and designers. Almost half of all interviewees were based in other US offices and were conducted over WebEx. Live interviews took place in NYC & Stamford.
- In addition to interviewing about ORCHARD, I was able to meet and learn about the architectural training, background, and projects that these staff members were involved with.

- Delivered Documents

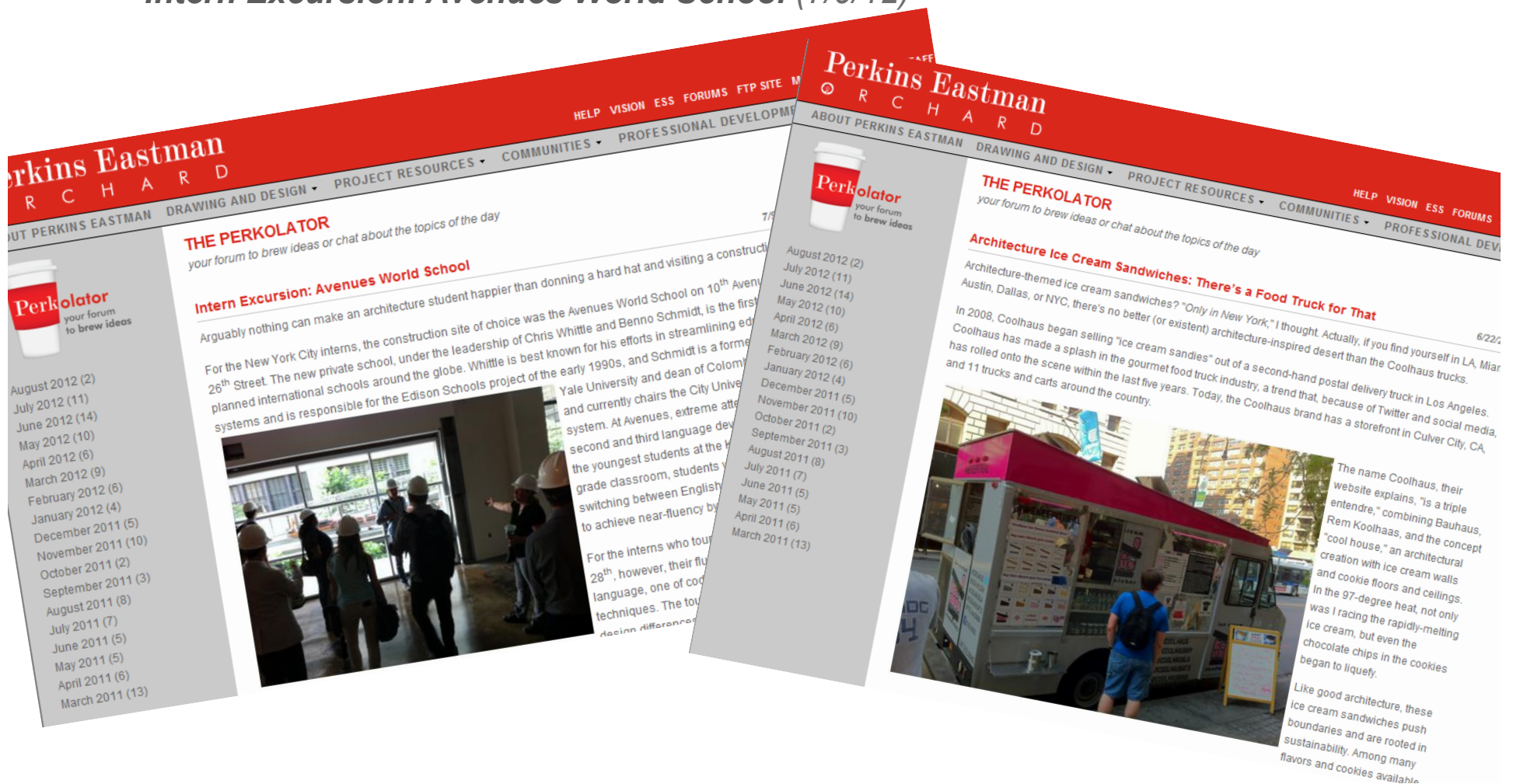
- 24 page **report** with results of Survey and Study and analysis
- 3 page **summary** report for Executive Committee and Board of Directors
- 2 page **action plan** for Executive Committee, Board of Directors, and KRT representatives

- Introduced to the Visualization Committee
 - A new group of young professionals chartered by the firm administration to collaborate, promote, and enhance the firm's graphic and visual representation in projects
- Discussions included schematic graphics for early meetings with clients, information-communication, and info-graphics
- Committee decided to plan a “gallery opening” to showcase graphic and visual work of the NYC Office: **in:Process**
 - Tasked to work with the group leader and an affiliate graphic design company to drive the logo, posters, and title-block.

The logo for 'in:process' is displayed in a large, light gray, sans-serif font. The word 'in' is followed by a teal-colored graphic element consisting of two stacked squares with a horizontal bar between them, resembling a stylized equals sign or a window. This is followed by the word 'process' in the same font style. The overall design is clean and modern.

Side Project: Ad-hoc Journalist

- Perkulator, the internal blog on Orchard
 - Needed lighter, upbeat posts, and wrote two articles:
Architecture Ice Cream Sandwiches: There's a Food Truck for That (6/22/12)
Intern Excursion: Avenues World School (7/9/12)



- Architecture Experience, but Behind The Scenes
 - Surrounded by design and pin-ups
 - Met architects, designers, and those who are responsible for making buildings happen
 - Learned about secret, high-profile upcoming projects
 - Attended professional development lunches and series, including **re:Think – Senses**
 - Most importantly, learned about the back-end of an architecture firm, and experienced the massive support needed to get the job, then to build the structure.
 - Picked up some useful and valuable skills with Microsoft SharePoint, Google Analytics, survey methodology, interview and usability study skills, and experience in **Knowledge Management** –which I had no indication even existed before.



TKTS BOOTH
Times Square, New York

- Coolhaus, the architecture themed ice cream sandwich truck

- Coolhouse is a triple-entendre:

- Bauhaus
 - Rem Koolhaas, architect
 - “cool house” – walls of ice cream, roof and floor of cookies

- Coolhaus has flavor puns:

Meis Vanilla
Rohe

Frank Berry

Mintimalism

- I had to think of some:

Dulce De Le
Corbusier

Leonardo
da Minti

Walnut
Gropius

Almond-Oreo
da Sangallo

Fredrick Law
Oatmeal-Raisin

- And I asked my friends on Facebook, too:

I.M. Pei-nut
Swirl

Maya
Lingoonberry

Royale Berry
Wills

Perkins Eastman

115 5th AVENUE
NEW YORK, NY 10003
T. 212.535.7200

WWW.PERKINSEASTMAN.COM